

### Verification

I, Keun-Ho Kim, being a competent translator of Korean into English, declare that the enclosed English translation is a complete translation of Korean patent application number KR 10-1999-0011056.

A handwritten signature in black ink, appearing to read 'Keun-Ho Kim', is written over a horizontal line.

[Signature] Keun-Ho Kim

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(54) ADVERTISING METHOD USING INTERNET E-MAIL AND CHATTING

5

*ABSTRACT*

The present invention relates to an advertising method using Internet electronic mail (e-mail) and chatting services and, in more particular, to an advertising method using Internet e-mail and chatting services, which pays a predetermined charge for viewing advertisements to users when they are provided with Internet e-mail service transmitting e-mails including the advertisements provided by advertisers, to thereby invite and display advertisements.

The advertising method using Internet e-mail is characterized in that an advertisement of a specific advertiser is posted on part of Internet source e-mail received from an e-mail server, a transmitting part sends the e-mail, on which the advertisement is posted, to a receiving part, predetermined advertising fees are paid to the transmitting part and/or receiving part when it is determined that the receiving part has received the e-mail, the

advertisement, which has been posted on the e-mail, is selectively activated so that the advertisement can be viewed only when desired, the advertisement includes one or more various advertisements so that the transmitting part can  
5 select one or more advertisements, and the advertisements are activated through text or clicking.

Furthermore, the advertising method using chatting is characterized in that a corporation advertisement and/or a corporation banner advertisement is inserted into a specific  
10 portion or a background, other than an input window through which communication is made, in a chatting window output as an initial screen of each participant, and predetermined advertising fees are paid to the participant when the participant views the advertisement during chatting.

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#### *REPRESENTATIVE DRAWING*

FIG. 1

#### *INDEX WORD*

20 Internet, mail, advertisement, advertising fees, free account, chatting

#### *SPECIFICATION*

25 *BRIEF DESCRIPTION OF THE DRAWINGS*

FIG. 1 is a schematic diagram showing a method of transmitting/receiving e-mails between users who have signed in Internet e-mail service;

FIG. 2 is a schematic diagram showing a method of  
5 transmitting/receiving e-mails between users who have not signed in Internet e-mail service yet;

FIG. 3 shows an embodiment of an e-mail window including an advertisement;

FIG. 4 shows an embodiment of an e-mail window including no  
10 advertisement; and

FIG. 5 is a schematic diagram showing an example of an advertising window for displaying advertising contents.

<Description of reference numerals of principal elements in drawings>

15 10: transmitting part    20: receiving part    30: e-mail server  
40: browser    42: received mail list window    44: received mails  
46: mail text box    48: advertisement menu selection button    50: advertising  
window  
52: main advertising window    54: breaking news window

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#### DETAILED DESCRIPTION OF THE INVENTION

##### OBJECT OF THE INVENTION

##### FIELD OF THE INVENTION AND BACKGROUND OF THE RELATED ART

The present invention relates to an advertising method using Internet electronic mail (e-mail) and chatting services and, in more particular, to an advertising method using Internet e-mail and chatting services, which pays a predetermined charge for viewing advertisements to users when they are provided with Internet e-mail service transmitting e-mails including the advertisements provided by advertisers, to thereby invite and display advertisements.

With the popularization of the Internet, the amount of advertisements using Internet home pages rapidly increases and markets are being extended. This advertising method using the Internet home pages is to pay a predetermined charge for viewing advertisements to users who sign in specific Internet services whenever advertisements are clicked when the users access the home pages of the Internet services and view the advertisements displayed thereon. This method provides the users with a part of advertising rates paid by their advertisers to secure lots of users who have signed in the services.

Additionally, there are extending Internet services which provide free home pages to the users and allow them to use free e-mail accounts on the condition that the users sign in the Internet services and view advertisements displayed on the home pages. This rapidly raises the amount of usage of e-mail.

However, the Internet services described as above provide

free services like e-mail services to the users and pay a predetermined charge for clicking the advertisements to them in case where the users view the advertisements displayed on the home pages. Further, the e-mail is used as a means for  
5 directly advertising specific products or services when it is employed for advertisements. This causes a flood of spam mails which are delivered to users who do not want them.

This problem limits e-mail service and does not allow the e-mail, which has a potential of replacing facsimile service  
10 or postal service, to be effectively used as an advertising medium.

#### *PROBLEM TO BE SOLVED*

The present invention has been made keeping in mind the  
15 above problems occurring in the prior art, and an object of the present invention is to provide an advertising method using an Internet e-mail service, in which predetermined charges are paid to users in the case of transmitting e-mails including advertisements provided by advertisers while  
20 providing the Internet e-mail service to member users or volunteer users, thereby inviting and posting advertisements.

Another object of the present invention is to provide an advertising method using Internet e-mail service, which transmits advertisements, included in e-mails, to users who  
25 want to see them to prevent a flood of spam mails and develop

a healthy e- mail culture.

A still another object of the present invention is to provide an advertising method using Internet chatting service, which pays a predetermined charge for viewing specific  
5 advertisements or banners to users when they use the chatting service.

In order to achieve the above objects, the advertising method using Internet e-mail is characterized in that an advertisement of a specific advertiser is posted on part of  
10 Internet source e-mail received from an e-mail server, a transmitting part sends the e-mail, on which the advertisement is posted, to a receiving part, predetermined advertising fees are paid to the transmitting part and/or receiving part when it is determined that the receiving part has received the e-  
15 mail, the advertisement, which has been posted on the e-mail, is selectively activated so that the advertisement can be viewed only when desired, the advertisement includes one or more various advertisements so that the transmitting part can select one or more advertisements, and the advertisements are  
20 activated through text or clicking.

Furthermore, an advertising method using chatting is characterized in that a corporation advertisement and/or a corporation banner advertisement is inserted into a specific portion or a background, other than an input window through  
25 which communication is made, in a chatting window output as an

initial screen of each participant, and predetermined advertising fees are paid to the participant when the participant views the advertisement during chatting.

5     *CONSTRUCTION AND OPERATION OF THE INVENTION*

        An advertising method using Internet e-mail and chatting according to the present invention will be described in detail below with reference to the accompanying drawings.

        The present invention provides an advertising method using  
10 Internet e-mail service to pay a predetermined amount of charge to both of transmitting and receiving parts when the transmitting part sends an e-mail including advertisements to the receiving part, to thereby improve advertising effect and prevent an unnecessary flood of spam mails.

15       In the advertising method of the present invention, in case where a user who has signed in Internet e-mail service and given an e-mail account sends an e-mail, for example, an advertisement of a specific advertiser is displayed on a part of the Internet e-mail screen transmitted from an e-mail  
20 server and, when the user sends as the transmitting part the e-mail containing the advertisement displayed on the screen thereof to a receiving part who also has signed in the e-mail service, a predetermined charge is paid to the transmitting and receiving parts.

25       In addition, in case of sending an e-mail message by a user



who has not signed in the e-mail service, when he/she accesses the e-mail server to select the Internet e-mail having a specific advertisement displayed on the screen thereof and sends the e-mail to a receiving part through the e-mail  
5 server, a predetermined charge is paid to the transmitting and receiving parts (only if they are subscribers who have signed in the service). Moreover, the advertisement included in the e-mail is selectively activated to allow the users to view it when they want to see it and the predetermined charge  
10 is paid them only when they view the advertisement.

The e-mail service may be used employing a dedicated program produced by the e-mail service company or e-mail transmission/reception functions of an Internet browser such as Netscape or Internet explorer, currently widely being used.  
15 FIG. 1 shows a method of transmitting/receiving e-mails between users who have signed in the Internet e-mail service, and FIG. 2 shows a method of transmitting/receiving e-mails between users who have not signed in the service.

A transmitting part 10 who has signed in the service  
20 accesses the Internet using his/her Internet service provider (ISP) to receive an e-mail page from e-mail server 30. This e-mail page include one or more advertisements of specific advertisers and the transmitting part 10 adds messages he/she wants to send thereto. Each e-mail page contains one or more  
25 advertising contents and the transmitting part 10 can download

an e-mail page including an advertisement he/she wants to see and adds messages thereto.

The e-mails used in the present invention can include a variety of advertising contents. For example, the e-mails, including the advertisements, are classified into a plurality of selectable e-mails A, B, C, D, E, F, and ..., e-mail A contains an advertisement of a company A, e-mail B contains an advertisement of a company B, e-mail C contains an advertisement of a company C and so on, and the transmitting part selects a preferred one from among them, thereby selecting an advertisement of a specific company. This may be stored as a database for a company that netizens prefer, to be used for a sales strategy.

When the user downloads one of e-mails A, B, C, D and E including the advertisement of a specific company, the e-mail service company records the downloaded state. Then, whenever the user sends an e-mail as the transmitting part 10, this transmission status is automatically recorded in the e-mail service company.

The e-mail service company confirms the transmission state of the e-mail including a specific advertisement on the basis of the record, and then confirms the transmission record of the e-mail including the advertisement once in a month or week. Subsequently, the e-mail service company pays a predetermined charge (for viewing the advertisement) on the

account of the transmitting part 10.

The receiving part 20 who has received the e-mail including the advertisement views the contents of the advertisement while confirming the e-mail message. Here, when the receiving  
5 part 20 sees the advertisement, this is transmitted to the e-mail service company through the Internet to be recorded therein. This can be accomplished using functions of the browser or functions of e-mail service program.

The e-mail service company confirms reception state of the  
10 e-mail including the specific advertisement on the basis of the record thereof, and then confirms the transmission record of the e-mail including the advertisement once in a month or week. Subsequently, the e-mail service company pays the predetermined charge (for viewing the advertisement) on the  
15 account of the receiving part 20. The advertising rate is paid by its advertiser.

FIG. 2 shows the advertising method of the present invention in case of a user who has no address of the e-mail service company. In this case, the transmitting part 10 should  
20 sign in the e-mail service for receiving the charge for viewing advertisements and be in state of connecting to the e-mail server 30 for accurate statistics. In this state, the transmitting part 10 downloads the e-mail page including advertisements from the e-mail server and adds necessary  
25 contents thereto to send it through the e-mail server 30.

Here, the e-mail can be transmitted with the address of the e-mail server 30 as the transmitting part's address and the Internet e-mail address of a receiving part (actual recipient), for example. Otherwise, a program is constructed  
5 to automatically record the e-mail address of the e-mail server in an advertising e-mail form to allow the e-mail with the advertisements to be able to be automatically transmitted to the receiving part. While both the transmitting and receiving parts 10 and 20 receive the charge for viewing  
10 advertisements when they have signed in the e-mail service, only the transmitting part 10 receives it when they have not.

The e-mail is first sent to the e-mail server where the transmitting part's address is deleted, and then transmitted to the Internet address of the recipient. In this case, there  
15 is no need to pay the charge for viewing advertisements to the receiving part 20. It is required for the receiving part to sign in the e-mail service for receiving the charge.

Furthermore, by way of precaution against a case that the transmitting part sends an e-mail to unknown users for the  
20 purpose of acquiring the advertising charge, a spam mail confirmation section is placed, the service company records, when the receiving part clicks the spam mail confirmation section, this and deprives the corresponding transmitting part of his/her membership or does not pay the advertising charge  
25 to him/her.

FIGS. 3 and 4 show examples of e-mails used in the advertising method of the present invention, FIG. 3 illustrating that an advertisement is inserted in the lower part of e-mail mail screen, to be activated and FIG. 4 illustrating that the e-mail is in inactivated state. Here, Netscape's navigator is used as a browser 40 for reading e-mail messages.

Upon selection of a received mail a user wants to read from a received mail list window 42 displaying multiple received mail lists, the contents of the selected mail are displayed in an e-mail text box 46 located under the received mail list window 42. The displayed contents include the transmitting part's address, title, receiving part's address, and the text of the mail. In addition, an advertising window 50 on which a specific advertisement is displayed is inserted in a predetermined portion of the screen. An advertisement selected from a variety of advertisements by the transmitting part 10 is displayed on the advertising window 50.

By way of precaution against a case where the users do not want to see the advertisement or the transmitting part wants to inactivate it by courtesy, an advertisement menu selection button may be set at one side of the advertising window 50.

FIG. 4 shows the inactivated state of the advertising window. In this case, advertising window 50 is not displayed. When the transmitting part 10 sends an e-mail while pushing

the advertisement menu selection button 48 to inactivate the advertising window 50, the receiving part 20 may push the advertisement menu selection button 48 to see the advertisement or ignore it after reception of the e-mail.

5       It is obvious to those related with the art that advertisements may be textual or may be realized in various forms using multimedia employing a program such as java. For example, the advertisement may display only the logo of a corresponding advertiser or be configured in such a manner  
10 that, when the logo is clicked while being displayed, advertising text other than questionnaires or the company logo can be seen.

In the drawing, though only one advertising window 50 is displayed, more than one advertisement can be inserted in a  
15 single e-mail to be displayed. Here, the advertisements may be provided by the same company or different companies. This is especially effective when advertising rates are required to decrease.

Moreover, a maxim or news may be inserted in a part of the  
20 advertising window 50 to improve applications of advertisement and provide information useful for living, thereby increasing probability of viewing advertisements.

Additionally, to increase the rate of viewing advertisements of recipients, for example, an event may be  
25 employed that a lottery ticket is provided in the

advertisements to offer a premium such as prize or goods.

The advertising method according to the present invention can be applied to chatting service. Specifically, in free chatting service provided to users, which is one of the most frequently used services, an advertisement is inserted in the ground of the chatting window or a part thereof and users are under an obligation to see it. Otherwise, the advertisement is activated to be displayed when it is clicked, clicking state is recorded, and then the record is counted once in a month or week to pay a predetermined charge to the users. The payment of the charge is performed free or in membership system, which is the same as the advertising method using the e-mail.

#### *EFFECT OF THE PRESENT INVENTION*

According to the above-described present invention, predetermined charges are paid to users in the case of transmitting e-mails including advertisements provided by advertisers while providing the Internet e-mail service to member users or volunteer users, thereby providing an effect of inviting advertisements. Furthermore, in the chatting service, the same effect can be achieved by posting advertisements on the chatting windows.

Furthermore, advertisements included in e-mails are transmitted to users who want to view the advertisements, so that effects of preventing a flood of spam mails and

developing a sound e-mail culture can be achieved.

Although the present invention has been described in detail in conjunction with the specific embodiments, it will be apparent to those skilled in the art that modifications and  
5 variations are possible within the spirit and scope of the present invention. Such modifications and variations are considered to pertain to the appended claims.

(57) CLAIMS

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Claim 1

An advertising method using Internet e-mail, wherein an advertisement of a specific advertiser is posted on part of Internet source e-mail received from an e-mail server, a  
15 transmitting part sends the e-mail, on which the advertisement is posted, to a receiving part, predetermined advertising fees are paid to the transmitting part and/or receiving part when the receiving part is determined to have received the e-mail, the advertisement, which has been posted on the e-mail, is  
20 selectively activated so that the advertisement can be viewed only when desired, the advertisement includes one or more various advertisements so that the transmitting part can select one or more advertisements, and the advertisements are activated through text or clicking.

25



Claim 2

The advertising method as set forth in claim 1, wherein the e-mails, including the advertisements, are classified into a plurality of selectable e-mails A, B, C, D, E, F, and ..., e-mail A contains an advertisement of a company A, e-mail B contains an advertisement of a company B, e-mail C contains an advertisement of a company C and so on, and the transmitting part selects a preferred one from among them.

10 Claim 3

An advertising method using chatting, wherein a corporation advertisement and/or a corporation banner advertisement is inserted into a specific portion or a background, other than an input window through which communication is made, in a chatting window output as an initial screen of each participant, and predetermined advertising fees are paid to the participant when the participant views the advertisement during chatting.

DRAWINGS

FIG. 1

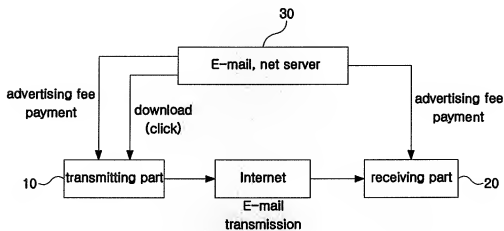


FIG. 2

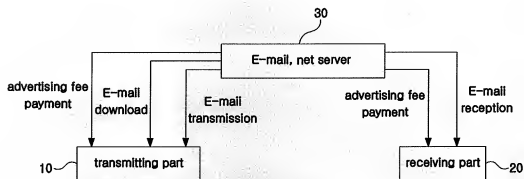


FIG. 3

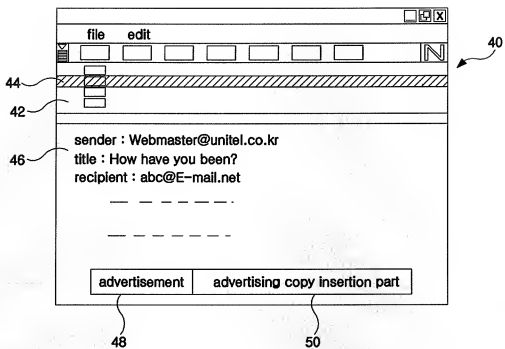


FIG. 4

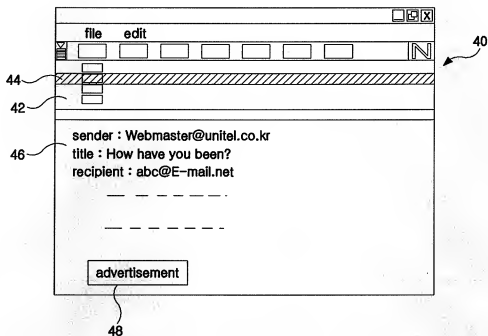


FIG. 5

